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In cooperation with Copenhagen Livng Lab Autum 2010

V·IDeO

PRODUKT REPORT

INTRODUCTION

TARGET TO
This handbook is developed to Copenhagen Living Lab, as a guiding part for their VIDEO Process. The VIDEO Process is target their working processes, forces and challenges.

VIDEO is developed as a process for the synthesis between user research and concept development, in a process between Copenhagen Living Lab and designers.

VIDEO is developed by Helle Mortensen and Louise M lholt as a part of the Master thesis in Industrial Design, January 2011, at Architecture & Design, Aalborg University.

ABOUT
This handbook guides Copenhagen Living Lab in the process of cooperating with designers, with special focus on a VIDEO Workshop in the synthesis.

The VIDEO Process should be approached as a flexible framework, that can be modified to each situation.

Together with the handbook, the other tools are:
• VIDEO Box
• VIDEO CD

TOOLS

VIDEO CD
- Introduction Film; a film that explains costumers and cooperation partners, about the VIDEO Process.
- Templates for the VIDEO Presentation; in InDesign, exported to a PDF that allows to show video in Adobe Acrobat Pro.
- Templates for VIDEO Portraits cards; in InDesign.
- Templates for Innovation Tracks cards; in InDesign.
- Template for Contract Document; PDF.
- Relevant literature to support VIDEO.

The VIDEO CD consist of tools for the VIDEO Process, that is target towards the VIDEO Workshop

VIDEO BOX
- VIDEO Board
- VIDEO Game brick
- VIDEO Methods cards.
- VIDEO Workshop rules

The VIDEO BOX consist of tools for the VIDEO Workshop that helps structuring the VIDEO Workshop
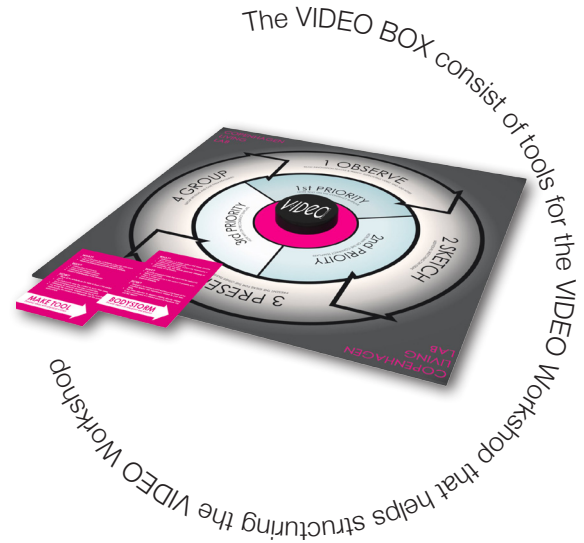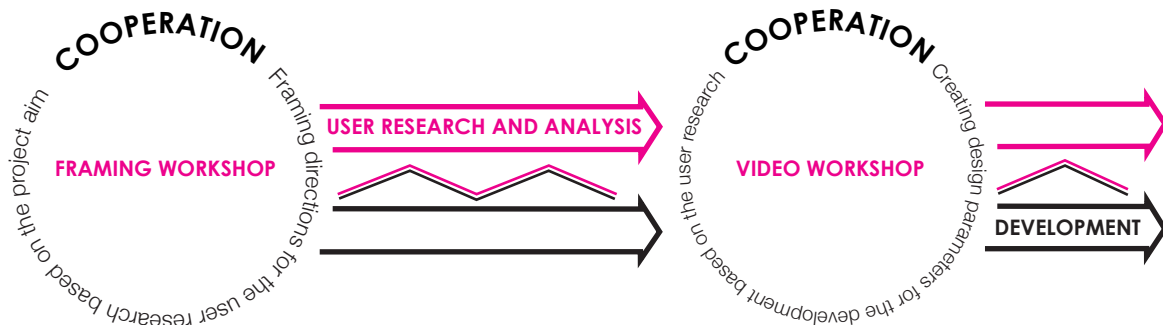
PROCESS

HOW

The VIDEO Process consist of; Framing Workshop, user research, analysis and VIDEO Workshop.

Copenhagen Living Lab facilitates the workshops with the involved designers, in order to frame the directions for the following development phase. Thereby the workshops kick start the following phase with both interest and compentencies in mind. The sharing interest needs to be carried out through the whole VIDEO Process. A digital platform should ensure the sharing interest by a constant information-flow. Copenhagen Living Lab and the designers; share relevant information, comment on the information and plan their time by virtual communication.

WHY
The VIDEO Process catalyses a cooperation between ethnologists and designers where the disciplines benefit from each others competencies.

Benefits for the designer:
- Get relevant user research in order to have a user centred design process.
- Get directions for the development phase based on the users needs.
- Gain insight into the users and their world.
- Take advantage of the researchers thourough and problem-minded approach to the user research and their analytical skill, to deduce relevant conclusions of the users needs.

Benefits for Copenhagen Living Lab
- Meet customers needs in a design process.
- A branding value, by promotion of an interdisciplinary approach where the deisgners approach are incorporated.
- The user research and analysis are constructive applied in the design process, which ensure a user centred design process.
- A consistent process that gives a structured working process.

CONTENT

The VIDEO Handbool is structured after the VIDEO Process four phases.

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VIDEO WORKSHOP

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FRAMING WORKSHOP

To frame directions for the user research in order to focus it towards the development

THE FRAMING WORKSHOP

PURPOSE
- Make a common direction for the user research, decided by the partners in the project.
- To frame the entire process, consisting other areas than the directions for the user research.

PARTICIPANTS
- Copenhagen Living Lab
- Designers
- Potential others

PRECONDITIONS
- The participants are aware of the projects aim and themes, by reading the tender document.

CONDITION
- The Framing Workshop takes around two hours
- Copenhagen Living Lab facilitates the workshop

TIME	CONTENT	EXAMPLE

TIME
10 minutes

CONTENT
Note the initiating problem statement and put it on the centre of the table for discussion.

EXAMPLE
To support diabetics in their everyday life with diabetes, by use of IT .

30 minutes
Brainstorm on who are the users; who could be relevant to involve due to the aim of the project. Discuss and select the users, the project aims to involve.

Diabetics and their families and friends .

50 minutes
Brainstorm on directions for the user research, that would be relevant to know. Discuss and select 3-5 directions.

Calculation, Cooperation, Remember .

30 minutes
Make a common understanding of the selected directions, by a descriptive sentence or pictures.

How is the diabetics depended on cooperation in order to control their blood sugar

FIELD STUDY

Video record field studies, with special focus on the chosen directions from the Framing Workshop
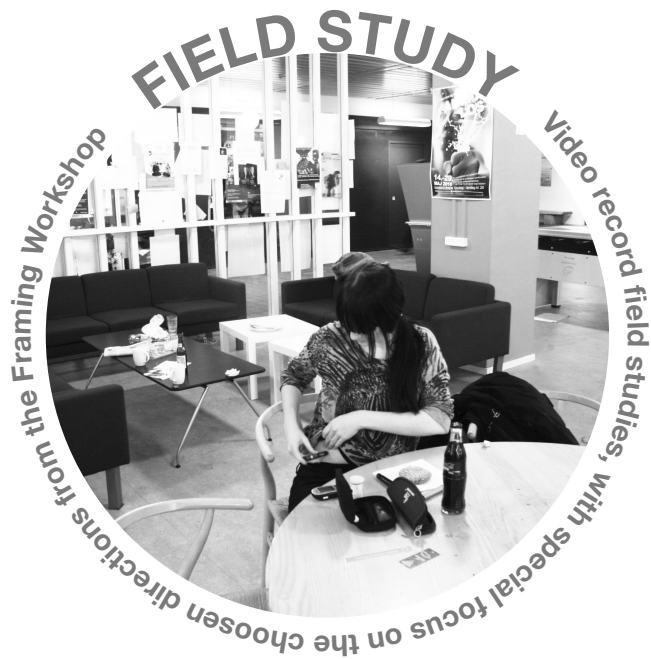
FIELDSTUDY

PURPOSE
- Identify the users known and unknown needs, by meeting the users in their context.
- Display the users world and needs.
- The VIDEO Process puts emphasis on the output qualities, for the designers further development process. This is among others done by providing the designer with data in the form of video footage from the fieldstudy.

PARTICIPANTS
- Copenhagen Living Lab.

PRECONDITIONS
- The fieldstudy focus on the directions decided in the Framing Workshop.
- It is important beforehand to inform the user about the advantages video can bring to the development of new solution, that aims to help them.

CONDITION
- Video camera
- Skills about how to use the camera.

CONSIDERATION

- The fieldstudy should be video recorded as fare as it is possible depending on the users, the context and the situation.
- Make sure the material will be valuable for the designers, who have not been to the location themselves.
- Two different recording styles can be used due to the users, the context and the situation; Engaging camera and Discreet camera. The styles are different according to how to position the social relationship with the users. (Described on the next pages)
- The video should result in a VIDEO Portrait and VIDEO Sequences.

- VIDEO Portrait: The video should capture the users emotion, situations of everyday life and basic information about.
- VIDEO Sequences. The video should capture the users in their context, actions and relation to the given directions for the project. It is easiest to capture actions in cases where the task is focused on optimisation of something existing. In cases where the focus is less clear, the actions are still important an may take focus on actions related to the directions of the project.

THE ENGANGING CAMERA

Why:
- A style for studying something precisely, where the user research is intensified by the camera.
- It gives the portrayed users their own voice, which gives a vivid and in intensive discription of the user in the VIDEO Portrait.
- Documents action closely which gives a good understanding of the users interaction due to the VIDEO Sequences.

How:
- Letting the camera ask questions, by letting the camera become an active part of the research.
- Watch how people act and move.
- Light-sensitive material, to ensure the picture isn t to dark.

Example of the Enganging camera

THE DISCREET CAMERA
Why:
- A style for observing and avoid influencing the scene or person being recorded.

How:
- Using only camera functions to get video, rather than strive for perfect compositions.
- Zoom to get details or the overall context depending on the focus in the project
- Directional microphones, to ensure the users speak is well recorded
- Light-sensitive material, to ensure the picture is not to dark.
- The video camera should be hold discreet in the hand or stand discreet in the room.

Example of the Discreet camera

ANALYSIS

PURPOSE
- Create clarity of the user research, in order to find opportunities and frame them.

The VIDEO Process puts emphasis on creating:
- VIDEO Portraits; gives the designer insight and empathy for the users.
- Innovation Tracks; frames opportunities and directions for the development process.
- VIDEO Sequences; supports the Innovation Tracks and allows the designers to see what and how behavior happens and to understand the Innovation Tracks.

PARTICIPANTS
- Copenhagen Living Lab.

PRECONDITIONS
- The analysis is based on the decided directions from the Framing Workshop and the gathered video data from the user research.

CONDITION
- User research on video.
- Video editing program and Adobe CS.
- Presentation template in InDesign, that should be exported to a PDF, so Videos can be placed in Adobe Acrobat Pro.
- VIDEO Portrait card template in Adobe InDesign.
- Innovation Track card template in Adobe InDesign.

CONSIDERATION

The analysis aims to result in a presentation of the user research, consisting of:

- VIDEO Portraits with VIDEO Portrait cards.
- Innovation Tracks with Innovation Track cards.
- VIDEO Sequences.

PRESENTATION

Why:

- To structure the VIDEO Workshop and ensure a consistent substance.

How:

- Templates for the presentation are in Adobe InDesign, exported into a PDF, in order to place video in Adobe Acrobat Pro.
- The presentation consist of a short presentation of the content of the workshop, overall points from the analysis, VIDEO Portrait, Innovation Tracks and VIDEO Sequences.
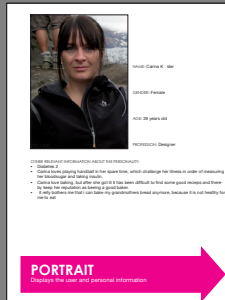
VIDEO PORTRAIT

Why:
- To portrait the different users of the project and their situation, for the designers ability to create empathy and understanding of the users.

Eksample of VIDEO Portrait card

How:
- The VIDEO Portrait should be edited based on the video material from the user research.
- The VIDEO Portrait should illustrate 2-6 different user types, depending on the size of the research.
- The VIDEO Portraits of the users should last maximum 8 minutes.
- The edited video is exported to a AVI, MOV, MP4 or MPEG file and placed and presented in the PDF presentation in Adobe Premier Pro.
- VIDEO Portrait cards should be completed in the template. The VIDEO Portrait cards should support the discussion about the users.
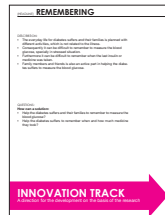
INNOVATION TRACKS
Why:
- To frame opportunities and make directions that can guide the designers development process.

How:
- The Innovation Tracks are developed in the same procedure as done at CLL now.
- Use the templates for the VIDEO Innovation Tracks cards.
- The Innovation Tracks are put into the template for the presentation in InDesign.

Eksample of VIDEO Innovation Track card

VIDEO SEQUENCES
Why:
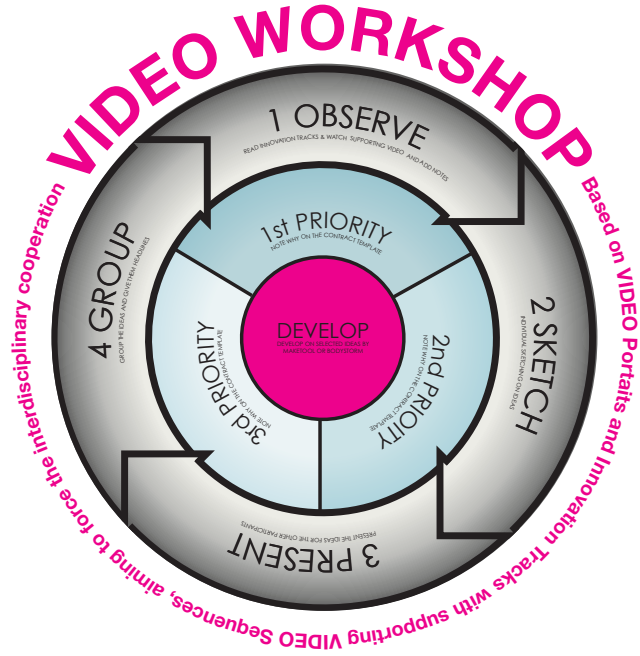- To let the designer understand the conclusions of the user research and inspire for development

How:
- Each VIDEO Sequences for each Onnovation Track should least maximum 4 minutes.
- The edited VIDEO Sequences is exported to a AVI, MOV, MP4 or MPEG file and placed and presented in the PDF in Adobe Premier Pro.

Eksample of VIDEO Innovation Tracks card

VIDEO WORKSHOP

Based on VIDEO Portaits and Innovation Tracks with supporting VIDEO Sequences, aiming to force the interdisciplinary cooperation

1 OBSERVE
READ INNOVATION TRACKS & WATCH SUPPORTING VIDEO AND ADD NOTES

2 SKETCH
INDIVIDUAL SKETCHING ON IDEAS

3 PRESENT
PRESENT THE IDEAS FOR THE OTHER PARTICIPANTS

4 GROUP
GROUP THE IDEAS AND GIVE THEM HEADINES

1st PRIORITY
NOTE WHY ON THE CONTRACT TEMPLAR

2nd PRIORITY
NOTE WHY ON THE CONTRACT TEMPLAR

3rd PRIORITY
NOTE WHY ON THE CONTRACT TEMPLAR

DEVELOP
DEVELOP ON SELECTED IDEAS BY MAKETOOL OR BODYSTORM

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VIDEO WORKSHOP

PURPOSE
The VIDEO Workshop creates the synthesis between user research and concept development. It creates a balance between the disciplines, by combining the ethnologist analytical perspective with the designers solution oriented perspective.

The workshop aims to capture the disciplines different perspectives into a good discussion that gives the designer design parameters for the concept development phase, based on the user research and Innovation Tracks.

PARTICIPANTS
• Copenhagen Living Lab.
• Designers.
• Potential others.

Divide the participants into smaller groups of 3-5, where different disciplines are represented. Minimum one designer and one ethnologist in each group.

CONDITION

- The workshop takes between 6 to 8 hours including breakes.
- Presentation with VIDEO Portraits, Innovation Tracks and supporting VIDEO Sequences.
- VIDEO Box.
- VIDEO Contract document.
- VIDEO Portrait cards.
- Innovation Track cards.
- Make tool box.

CONTRACT DOCUMENT

Why:

- Works as a contract of the decision taking in the VIDEO Workshop.
- Decisions are documented and thereby taken further to the development phase.

How

- The Contract document is printable from the CD
- One participant in the VIDEO Workshop is selected to be in charge of filling out the points at the Contract document.
- Copenhagen Livng Lab type up the Contract document after the workshop so it becomes avilable for everybody on the digital platform.

APPROACH

| TIME	OBSERVE, SKETCH, PRESENT & GROUP
	Start by placing the game brick on the first phase on the board; OBSERVE
10 minutes	Presentation on the overall researchers output
8 minutes	VIDEO Portraits of users.
4 minutes	1st Innovation Track is presented, with supporting VIDEO Sequencess. Mean while the participants observe and sketch ideas.
5-10 minutes	Further individual sketching.
20 minutes	The participants are divided into interdisciplinary groups, where one participant is selected to be in charge of filling out points on the Contract document. Each participant present the ideas for the group. The ideas are grouped into families and a supporting headline for each group is noted. Note the headlines and characteristic on the contract document.
35 minutes x number of Innovation Tracks	2nd Innovation Track is presented, and the participants does the same procedure as with the 1st Innovation Track. They might make new groups and headlines or divide them into the existing groups. This continues, depending on the numbers of Innovation Tracks.
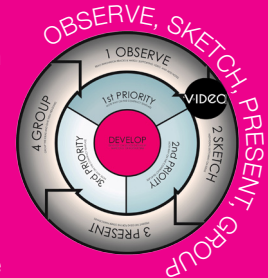
TIME
20 minutes

PRIORITISE

Go to the next phase on the board; PRIORITISE. Prioritise the grouped ideas on the board, in 1st, 2nd and 3rd priority. Discuss and note the arguments on the Contract document.
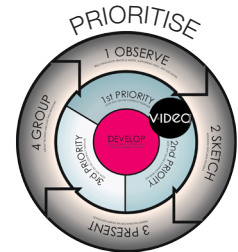
TIME
60-120 minutes
Depending on allocate time for the workshop.

DEVELOP

Go to the last phase on the board; DEVELOP. Read the methods cards: BODYSTORM and MAKETOOL. Select one or both of the methods depending on the partcipants character and the project type. Develop on the grouped ideas in the 1st priority, based on the methods. Discuss and note on the contract document, pros and cons with the developed concept.